

Fashion Calendar

1949

ISSUE
5/23/49

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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16	17	18	19	20	21	22	13	14	15	16	17	18	19	13	14	15	16	17	18	19
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30	31						27	28						27	28	29	30	31		
APRIL							MAY							JUNE						
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24	25	26	27	28	29	30	29	30	31					29	30	31				
JULY							AUGUST							SEPTEMBER						
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OCTOBER							NOVEMBER							DECEMBER						
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23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31

RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 23, 1949</u>			
Monday May 23 10:00 A.M.	SECOND POPULAR PRICED SHOE FASHION SHOW "Fall Footlights"--preview of popular priced Fall shoe fashions for press and trade, sponsored by the National Assn. of Shoe Chain Stores and the New England Shoe Assn. during Market Week, May 23-May 28. Produced by Tom Lee. Association headquarters: 51 East 42nd St., MU. 2-8705. Fashion Director and Publicity: Mimi Aleinikoff, PL. 7-8290.	SHOE CHAIN STORES; SHOE & LEATHER ASS'N	HOTEL STATLER GRAND BALLROOM
<u>MONDAY, MAY 23</u>			
Monday May 23 12:30 P.M. Luncheon	OPENING OF BRANCH STORE IN LONG ISLAND Press opening of Bloomingdale's branch store at Fresh Meadows, L. I. (Howard Harding Blvd. & 188th Street). By invitation only. Store will be open to public on Tuesday, May 24. Publ.: Mrs. Alice Hutton, VO. 5-5900.	BLOOMINGDALE'S	FRESH MEADOWS QUEENS, L.I.
Monday May 23 1:00 P.M. Luncheon	CASHMERE SWEATERS AT LUNCHEON SHOW Pringle of Scotland will present cashmere sweaters for playtime, daytime and evening wear; color coordinated skirts; and tweed and cashmere coats. These will be featured by Bonwit Teller, B. Altman and leading stores and specialty shops. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Pringle Publicity: Evelyn Wade of George N. Kahn, BR. 9-6950. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PRINGLE OF SCOTLAND	ST. REGIS HOTEL ROOF
Monday May 23 2:00 P.M.- 7:00 P.M. Cocktails	OPEN HOUSE FOR TRADE AND CUSTOMERS The trade and customers will be invited to an inaugural party in honor of the informal dedication of the new home of Trifari, Krussman and Fishel at 16 East 40th Street. Publicity: Viola Shefer, PL. 3-3173.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET 4TH FLOOR
Monday May 23 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Presentation of Back-To-School and Career Girl Clothes, designed by Stanley Wyllins, at a preview for the press. By invitation only. Daily trade showings at 10:00 A.M., 12:00 Noon, 2:00 P.M., and 4:00 P.M. Contact: Miss Tami, CH. 4-6851.	CIRO SPORTSWEAR	530 SEVENTH AVENUE SHOWROOM - 4TH FL.
Monday May 23 6:00 P.M.	SHOWING OF FASHIONS FOR VACATION WEAR "An Invitation To A Vacation" -- Gimbel's will present vacation fashions. Open to public. Press preview at 10:30 A.M. Publ.: Terry Mayer, LO. 5-1500.	GIMBELS	3RD FLOOR
Tuesday May 24 12:30 P.M. Box Luncheon	PRESS PREVIEW OF FALL FASHIONS Sigmund Crane presents his Fall Collection of high fashions priced for the "Middle Millions", to retail from 20 to 40 dollars. Press by invitation. Publicity: Ruth Hammer Associates, EL. 5-6043.	SIGMUND CRANE	498 SEVENTH AVENUE SHOWROOM--15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 24 1:00 P.M. Luncheon	VACATION FASHIONS AT LUNCHEON SHOW The Tailored Woman will present vacation fashions at a luncheon show. (Note change of date). Press by invitation. Public by reservation; contact: "Frank", EL. 5-3000. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday May 24 1:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MARGARET NEWMAN Summer clothes by Margaret Newman at a luncheon show for benefit of the Denver Home for Asthmatic Children. Contact: Claire Leiban, UL. 9-0688. Margaret Newman Publicity and Commentator: Bettie Hurst, LA. 4-4278.	BENEFIT OF DENVER HOME FOR ASTHMATIC CHILDREN	TAVERN ON THE GREEN CENT.PK. W. AT 67TH
Tuesday May 24 2:30 P.M.	PRESS PREVIEW: BACK- TO-SCHOOL BLOUSES Sally Mason will present a press showing of back-to-school blouses from the kindergarten set, sizes 3 to 6, up to sophisticated juniors. Also, introduction of "Sally Mae", a new lower priced blouse for girls and teens, designed by Sally Mason. By invitation only. Trade opening Wed., May 25, with continuous showings. Publ.: Mildred Kaldor, MU. 9-5420.	SALLY MASON, INC.	498 SEVENTH AVENUE SHOWROOM
Beginning Tuesday May 24- May 27	"PAIR-OFF SEPARATES" DESIGNED IN CALIFORNIA Koret of California will present Stephanie Koret's Fall sportswear collection, emphasizing "Pair-Off Separates". Director of showing and Publicity for Koret of California: Al Citron. Attendance by invitation or by appointment. Contact: Alice White, Abbott Kimball, PL. 3-9600.	KORET OF CALIFORNIA	GOTHAM HOTEL SUITE 409-10
Wednesday May 25 4:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Presentation of Fall collection by Nathalie Nicoli of San Francisco in the permanent N.Y. showroom, with a showing of Fall suits and dresses, in addition to "Modes de Paris" blouses. Attendance by invitation. Contact: Miss Julann Caffrey, LO. 4-3277.	NATHALIE NICOLI	498 SEVENTH AVENUE SHOWROOM - 7TH FL.
Beginning Wednesday May 25	OPENING: FALL SUEDES AND LEATHER COLLECTION Presentation of new line of Fall suedes and leathers, beginning Wednesday, May 25. Contact: Philip Sills, MU. 7-3328.	SILLS & COMPANY	16 WEST 46TH STREET SHOWROOM
Thursday May 26 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF FASHIONS FROM SWEDEN Nicol of Sweden will arrive in N.Y. with his new Fall collection of Swedish Originals, presented at a press showing. Hats and accessories from Braagaard; gloves from Kislev; jewelry, Georg Jensen. Attendance by invitation. Contact: Agnethe Tryde, MU. 8-0621; or MU. 8-1380.	NICOL OF SWEDEN	SAVOY PLAZA CRYSTAL SUITE
May 30	MEMORIAL DAY (Monday) Legal Holiday.		
Tuesday May 31 4:00 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER FURS Fall and Winter fur collection, designed by Leo Ritter, will be presented privately to the press during cocktails. Show starts promptly at 4:30 P.M. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.	RITTER BROTHERS, INC.	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 31	OPENING OF FALL COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-17TH FLOR
	Carolyn Schnurer will present her Fall collection daily at 10:30 A.M.; and 12:30 P.M. (box luncheon). Contact: Virginia White, CH. 4-8446.		
Wednesday June 1 9:30 A.M. and 2:30 P.M.	THIRTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
	Mademoiselle presents its 13th Annual College Clinic, a preview of fashions from the August College issue. By invitation only for Mlle's official tie-in stores, which have already been notified. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.		
Wednesday June 1 12:30 P.M. Luncheon	PRESS PREVIEW: AUTUMN FUR COLLECTION	MAXIMILIAN	20 WEST 57TH STREET SALON
	Maximilian's Autumn fur fashions will be presented to the press during luncheon. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday June 1 4:30 P.M. Cocktails	PRESS SHOWING: FALL AND WINTER COLLECTION	McMULLEN-LEAVENS CO.	HOTEL PLAZA BALLROOM
	Private showing for the press of McMullen's new Fall and Winter collection. <u>Strictly by invitation</u> , which must be presented at door. (SHOWING TO THE TRADE AT McMULLEN'S SHOWROOM, 475 FIFTH AVE., ON THURS., JUNE 2, AT 10:30 A.M. AND 2:30 P.M.). Publ.: Isabella Crawford, MU. 3-9560.		
Beginning Wednesday June 1 10:30 A.M. and 2:30 P.M.	OPENING OF FALL COLLECTIONS	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM
	The Fall Haymaker Sports line will open on Wed., June 1; the David Crystal collection for Fall on Mon., June 6; Izod of London, women's fashions, on Tues., June 7; Izod of London, men's leisure shirts, on Wed., June 8. Contact: Liz Daly, at David Crystal, LA. 4-7760.		
Thursday June 2 10:30 A.M.	PRESS SHOWING OF FALL SPORTSWEAR	del MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Preview of del Mar Fall Sportswear designed by Clifford. Attendance by invitation only. Preview for trade at 2:30 P.M. on Thurs., June 2; and 10:30 A.M. on Fri., June 3, and continuous thereafter. Publicity: Mildred Kaldor, MU. 9-5420.		
Thursday June 2 4:00 P.M.	SHOWING OF FALL DRESS COLLECTION	NORBERT JAY	15 EAST 53RD STREET SHOWROOM
	Norbert Jay will present his Fall collection of street and evening dresses to the press and buyers. Please call acceptance to: PL. 3-7477.		
Beginning Thursday June 2	OPENING OF COAT AND SUIT COLLECTION	GEORGE JABLOW & CO.	530 SEVENTH AVENUE SHOWROOM
	The George Jablow collection of "Jablow Originals", including misses coats and suits, with showings at 10:30 A.M. and 2:00 P.M. daily. Contact: PE. 6-7530.		
Friday June 3 9:30 A.M. Breakfast	PRESS SHOW: "'RAYDENE' IS BACK AGAIN"	ST. GEORGE TEXTILE CORP.	RITZ CARLTON HOTEL CARLTON SUITE
	St. George Textile Corp. will re-introduce to the press their pre-war rayon-and-cotton corduroy "Raydene" during breakfast. Specially designed fashions will show its wide range of fashion use in misses, children and men's wear. Breakfast at 9:30 A.M., followed by a half hour showing starting promptly at 10:00 A.M. By invitation only. Publicity: Rose Hilton, MU. 3-4261.		

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Friday June 3 1:00 P.M. Luncheon	ORIGINAL DESIGNS AT BENEFIT LUNCHEON A fashion show presenting dresses and suits by Helen de Huene and hats by John Frederics will be given at a benefit luncheon show. Tickets: \$4.00. Contact: Miss Jardane, 16 West 58th Street, PL. 9-1350.	BENEFIT DANISH-AMERICAN WOMEN'S ASSOCIATION	WALDORF-ASTORIA WEST BALLROOM
Monday June 6 10:30 A.M.	PRESS SHOWING OF COUTURE FURS Presentation of Fredrica's Fall and Winter collection of precious furs designed by Arthur Schwartz. Attendance by invitation only. Trade opening on Tuesday, June 7 at 10:00 A.M. and daily thereafter at 10:00 A.M., by appointment only. Publicity: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 6 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Showing of Martini Designed and Diminutive Fashions for Fall, designed by Sylvan Rich, at a buffet luncheon for the press. Attendance by invitation only. Trade opening beginning Wednesday, June 8. (See Page 6) Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED & DIMINUTIVES INC.	498 SEVENTH AVENUE SHOWROOM
Monday June 6 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "Springtimo in Paris" featuring Callot Soeurs' "twin dresses" - Paris originals and their American adaptations; and town, country, daytime and evening fashions. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Callot Soeurs Publicity: Mary Marsh, PL. 9-2675. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	CALLOT SOEURS	ST. REGIS HOTEL ROOF
Monday June 6 4:00 P.M. Pink Champagne	FUR FASHIONS BY RALPH MARANO Russek's annual Pink Champagne Party for the press with a showing of Ralph Marano's custom fur collection. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Beginning Monday June 6	PRESS OPENING OF FALL BLOUSE LINE Miss Doreen will present her Fall collection of blouses and skirts for day and evening wear to the press, beginning Monday, June 6. Trade showings beginning Tuesday, June 14. Publicity: Thal Spitzer, LO. 5-2674.	DOREEN BLOUSE CO.	25 WEST 57TH STREET SHOWROOM-3RD FLOOR
Beginning Monday June 6	OPENING OF FOGA FALL COLLECTIONS The FOGA Collections will be shown for a two-week period with about the same number of firms opening in each of the two weeks. Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS FRED GREENBERG DRESS CO.	FASHION ORIGINATORS' GUILD OF AMERICA JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. NAT KAPLAN CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. NATHAN-STRONG, INC. PAUL PARNE'S CORP.	INDIVIDUAL NEW YORK SHOWROOM PARNIS-LIVINGSTON, INC. BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDEHIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.
	Contact: Leonard W. Gandler, Exec. Sec'y, CH. 4-6945.		-4-

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 6	OPENING OF FALL SPORTSWEAR LINES Fall sportswear collections will open on the following dates: <u>June 6:</u> STAR-MAID DRESSES, INC. <u>June 7:</u> ADLER & ADLER, INC.; KANE-WEILL; SPORT-CRAFT, INC. <u>June 8:</u> DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLUM, CO. <u>June 9:</u> CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Tuesday June 7 10:00 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Sally Victor will present a press preview of her Fall millinery collection. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Tuesday June 7 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "Cross-Country" meeting of The Fashion Group, with fashion findings from 15 of their regional directors in a panel discussion. Interlocutor: Esther Lyman, Merchandise Editor, Harper's Bazaar. Program Chmn.: Gertrude Bailey. Price (including tax and tip): \$3.50 for members; \$4.00 for guests. Contact: The Fashion Group Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
Tuesday June 7 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Semi-annual luncheon showing by the Millinery Designers League with a presentation of advance Fall hats. Press by invitation. Tickets: \$12.50; contact: Miss Jean, LA. 4-2669; or Anne Hoerer, PE. 6-8444.	MILLINERY DESIGNERS LEAGUE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday June 7 12:30 P.M. Luncheon	TWELFTH ANNUAL GRADUATION LUNCHEON Awarding of certificates to graduates, and fifth annual presentation of "Mehitabel", the Tobe-Coburn Alumnae Award. Contact: Mrs. Esther Andrews, PL. 3-0773.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 7 4:00 P.M. Cocktails	JOINT PRESENTATION BY LONDON DESIGNERS Brenner of London, Matita, Rima and Frederick Starke -- the members of the Model House Group of London -- will show highlights of their individual collections at a joint presentation. By invitation only. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661.	MODEL HOUSE GROUP OF LONDON	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1949 Career issue, and to announce the winners of the Glamour Survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Maria Krum will present her Fall collection of trotteurs, afternoon, and evening fashions beginning Tuesday, June 7, at 10:30 A.M., and daily thereafter. Contact: Julie O'Sullivan, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM

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Beginning Tuesday June 7	OPENING OF "MOYEN ORIGINALS" COLLECTION The Jack Herzog collection of "Moyen Originals", including evening, dinner and cocktail dresses, will open on June 7 with showings at 12:00 Noon and 4:00 P.M. Contact: LO. 5-0525.	JACK HERZOG & BRO., INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 7	FALL COAT AND SUIT COLLECTION Bellciano Designs in coats and suits for Fall, with daily showings at 10:30 A.M. and 2:30 P.M. Press invited. Publ.: Harvey Stein, LO. 3-6569.	DAVE BELLSEY COMPANY	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Blouses, matched separates, two-piece dresses for Fall by Frances Sider, Inc. and Sunclthes, Inc. Publicity: Terry Mason, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLTHES, INC.	1384 BROADWAY SHOWROOM
Wednesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Hannah Troy will present her Fall collection of misses and petite fashions to the press. Attendance by invitation only. Publicity: Gladys Steiner, of Lester Harrison Associates, MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday June 8 4:00 P.M.- 7:00 P.M. Cocktails	NINTH ANNUAL NATIONAL SEWING CONTEST The National Needlecraft Bureau will present a fashion show of garments entered in the Ninth Annual National Sewing Contest. Presentation of National First Prizes to eight top prize winners. Attendance by invitation only. Contact: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday June 8 4:15 P.M. Cocktails	FASHION SHOW: PREVIEW OF SEPTEMBER ISSUE Preview of Charm's September issue at a cocktail show. For Charm tie-in stores, by invitation only. Publicity: Eloise Rey, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Beginning Wednesday June 8	OPENING OF FALL COLLECTIONS The Diminutive showing will be presented at 1:30 P.M. and will include a special group of new fashions for 5'7" and over. Showings daily thereafter at 11:30 A.M. and 1:30 P.M. The Martini Designed collection will be presented at 10:30 A.M. and 2:30 P.M. Publ.: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED & DIMINUTIVES INC.	498 SEVENTH AVENUE SHOWROOMS
Beginning Wednesday June 8	SHOWING OF TED SHORE ORIGINALS FOR FALL Opening of Frank Starr collection of Ted Shore Originals, including dinner and evening gowns and after-five dresses. Daily showings at 10:30 A.M. and 1:00 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM
Thursday June 9 5:00 P.M. Cocktails Buffet	SEMI-ANNUAL MERCHANTISE AND FASHION CLINIC Miron will hold its semi-annual Merchandise and Fashion Clinic to introduce the Fall fabrics collection. Attendance by invitation only for Miron's franchised piece goods stores and fabric press. Publicity: Mrs. Eleanor W. Howard, Promotion Director, LE. 2-8340.	MIRON MILLS, INC. (51 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE

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Monday June 13 1:00 P.M. Luncheon	MIDSUMMER FASHIONS AT LUNCHEON SHOW Showing of Midsummer fashions by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Tuesday June 14 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Press showing of Lindley Originals Fall collection, designed by Gertrude Rothschild. Attendance by invitation, Continuous trade showings beginning Wednesday, June 15. Publicity: Mildred Kaldor, MU. 9-5420.	LINDLEY ORIGINALS	1400 BROADWAY SHOWROOM
Tuesday June 14 4:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Fall collection of misses' afternoon and cocktail dresses will be presented by Janet Taylor. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Leon Friedman, The Chernow Co., PE. 6-3520.	JANET TAYLOR	498 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 14	OPENING OF FALL COLLECTION Renel will present their Fall wholesale collection of suits, coats and dresses to the trade, beginning Tuesday, June 14. By appointment only. Contact: RH. 4-5656.	RENEL, LTD.	751 MADISON AVENUE SHOWROOM
Wednesday June 15 12:30 P.M. Luncheon	PRESS SHOWING OF BILLFOLDS & "KEY-TAINERS" Buxton will present a luncheon showing for the press of billfolds and "Key-Tainers" for both men and women. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	BUXTON, INC.	PARK LANE HOTEL PETIT SALON
Wednesday June 15 4:30 P.M. Cocktails	WOOLKNIT FASHION PRESENTATION Semi-annual Woolknit fashion show, including knitted dresses and suits; sweaters, handknits, and wool bathing suits--a forecast for Resort 1949 and Summer 1950. Attendance by invitation only. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661.	WOOLKNIT ASSOCIATES	HOTEL PLAZA TERRACE ROOM
Thursday June 16 3:30 P.M. Cocktails	PRESS SHOWING OF FLEXEES Artistic Foundations--Flexees, Inc.--will present a Fall showing for the press. A new line of sportswear will be included with these foundations. Cocktails at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Bee Bradshaw, Artistic Foundations, MU. 9-2100.	ARTISTIC FOUNDATIONS "FLEXEES"	417 FIFTH AVENUE SHOWROOM - 6TH FL.
Thursday June 16 4:15 P.M. Cocktails	NEW FALL COLORS AT FASHION SHOW Color Co-op will present a fashion show featuring "Putty" and "Brick", the two colors chosen for Fall, as well as "Basic Brown", a third color which has been coordinated as an added service. Fashions in millinery, gloves, shoes, handbags, hosiery, scarves, jewelry, makeup will be shown by the 13 Color Co-op members. Commentator: Jeanne Pierre, Director: Mimi Aleinokoff. Attendance by invitation only. Publicity: Jeanette Connolly, LE. 2-1771.	COLOR CO-OP	BARBIZON PLAZA HOTEL CONCERT HALL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 16 8:30 P.M.	SECOND ANNUAL DESIGNERS' FASHION SHOW	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	HOTEL ASTOR GRAND BALLROOM
	For the second time, members of the Society (formerly Guild) of New York Dress Designers, Inc. will present a comprehensive showing of Fall fashions based on a single theme: "Today: Mirror of Yesteryear". Included will be the work of designers from sportswear, daytime, evening and wedding houses which produce all sizes and represent all price ranges. Tickets: \$10.00; contact: Mrs. Hazel L. Rice, WI. 7-5681. Press by invitation only. Publicity and staging: Charlotte Parker, MU. 8-4410.		
June 19	FATHER'S DAY (Sunday).		
Tuesday June 21 2:30 P.M.	SHOWING OF "COMPLAINT- FREE-CLOTHES"	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER GRAND BALLROOM
	A fashion show featuring "Complaint-Free-Clothes" will be sponsored by the NRDGA in conjunction with its Merchandising Division Convention, June 20 - June 21. The show will be produced in cooperation with the fashion editorial staff of "Good Housekeeping" magazine. By invitation only. Publicity: Dane Hahn, CH. 4-8780.		
Wednesday June 22 7:00 P.M. Cocktails Dinner	ANNUAL RAINWEAR FASHION SHOW	NEW YORK RAINCOAT MANUFACTURERS ASSN.	WALDORF-ASTORIA GRAND BALLROOM
	The N.Y. Raincoat Mfrs. Association will present Fall Rainwear at their fourth annual fashion show and dinner for press and buyers. By invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.		
Tuesday June 28 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY	IRENE OF NEW YORK	16 EAST 52ND ST. SALON
	Irene of New York will present her Autumn hat collection to the press. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.		
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
	The Fashion Group will present Fall accessories at a fashion show. Chairman of Accessories Division: Marjorie Schlesinger. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Tuesday June 28 5:00 P.M. Cocktails	MARVELLA PEARLS FASHION SHOW	WEINREICH BROS. CO. (383 FIFTH AVENUE)	RAINBOW ROOM 30 ROCKEFELLER PL.
	Marrella Pearls will present their Fall collection, designed by Jacques Fath. Cocktails at 5:00 P.M. Fashion Show at 5:30 P.M. Commentator: Adelaide Hawley. Attendance by invitation only. Publicity: Margaret Markley, Marrella Pearls, PL. 7-5610.		
Wednesday June 29 12:00 Noon Luncheon	PRESS SHOWING OF FALL MILLINERY	LENESTA	15 EAST 53RD STREET SALON
	Lenesta will present a preview of her Fall millinery to the press during luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday June 29 4:30 P.M. Cocktails 5:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
	The House of Heller will present its semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. By invitation only. Commentator: Faith Keane. Publ.: Ruth Lerner, OR. 9-3350.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 4	INDEPENDENCE DAY (Monday) -- Legal Holiday.		
Wednesday July 6 11:00 A.M. Informal Luncheon	PRESS PREVIEW OF FALL MILLINERY Presentation of Florence Reichman's Fall millinery fashions to the press. Informal luncheon will be served after the show. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Wednesday July 6 4:00 P.M. Tea	PRESS SHOWING OF FALL MILLINERY Mary Goodfellow will present her Fall millinery collection to the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Thursday July 7 12:15 P.M. Luncheon	MILLINERY MEETING AND FASHION SHOW The Fashion Group will present a showing of Fall millinery. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Thursday July 7 4:00 P.M. Cocktails	FALL MILLINERY PREVIEW FOR PRESS Showing of Emme's Fall and Winter millinery collection for the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	21 EAST 56TH STREET SALON
Monday July 11 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Presentation of Laddie Northridge's Fall and Winter hat collection at his salon, for the N.Y. press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	4 WEST 57TH STREET SALON
Monday July 11 2:30 P.M.	PRESS SHOWING OF FALL MILLINERY Presentation of Walter Florell's Fall millinery collection to the press. Attendance by invitation. Publ.: Jacqueline Ouimet, RE. 7-0634.	WALTER FLORELL	29 EAST 53RD ST. SALON
Tuesday July 12 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection to the local fashion press. Attendance by invitation. Publicity: Nonni Eilers, MU. 8-4906.	MR. JOHN	53 EAST 57TH STREET SALON
Wednesday July 13 10:00 A.M. Breakfast	MILLINERY FASHION SHOW FOR PRESS Press showing of Mme. Pauline's Fall millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MME. PAULINE	6 EAST 53RD STREET SALON
Thursday July 14 11:00 A.M.	FALL MILLINERY SHOWING FOR PRESS Mr. Fred Frederics of John Frederics, Inc., will present his Fall millinery collection to the N.Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICCS	29 EAST 48TH STREET SALON
Thursday July 14 2:30 P.M.	PREVIEW OF MILLINERY FASHIONS FOR FALL Braagaard will present his Fall millinery collection to the press. Attendance by invitation only. Contact: PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON

MUSIC...MOVIES...THEATRES...TELEVISION

Wednesday May 25 TELEVISION: "FASHIONS ON PARADE" TOP PRODUCTIONS, WJZ-TV, CHANNEL 7
9:00 P.M.- "Weekend in Westchester", fifth in television series sponsored by Lord and Taylor, featuring clothes to wear over the Decoration Day holiday. Fashions by Carolyn Schnurer, L'Aiglon, Toni Owens, Owen Morgan, Horwitz and Duberman, Betmar Hats, Haynes Stockings, Marvella Pearls. Commentator: Adelaide Hawley. Publicity for Lord and Taylor: Gloria Carr, WI. 7-3300. Publicity for TOP: Marion Mondschein, MU. 7-0272.

Wednesday May 25 PREMIERE: "MANHANDLED" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount's release of the Pine-Thomas production of a modern mystery story woven around a psychiatric theme. Starring Dorothy Lamour, Sterling Hayden and Dan Duryea. Producers: William Pine and William Thomas. Director: Lewis R. Foster. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Wednesday May 25 PREMIERE: "ALL OVER THE TOWN" (Movie) EMBASSY CINEMA, PARK AVE. & 42ND ST.
The former Embassy Newsreel Theatre in the Airlines Terminal becomes a first-run British and foreign film theatre with the opening of the Prestige Pictures film, made in England, about a crusading small town newspaper. Starring Sarah Churchill, eldest daughter of the former Prime Minister, and Norman Wooland. Producer: Ian Dalrymple, Wessex Productions. Director: Derek Twist. Released through Universal-International. Publicity: L. A. Audrain, Prestige, PL. 9-8000.

Wednesday May 25 OPENING: "MR. ADAM" ROYALE THEATRE, 45TH ST. WEST OF B'WAY
Jack Kirkland will present a dramatization of Pat Frank's novel, "Mr. Adam". Cast will include Elizabeth Fraser, Robert Hutton, Frank Albertson, Howard Freeman, Emory Parnell and James Dobson. Publ.: Maurice Turet, LO. 5-5982.

Thursday May 26 PREMIERE: "SLIGHTLY FRENCH" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
Columbia Pictures present a comedy of life in Hollywood with the complications caused when a producer passes off a carnival girl as a French actress. Starring Don Ameche and Dorothy Lamour with Janis Carter and Willard Parker. Producer: Irving Starr. Director: Douglas Sirk. Costumes: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.

Thursday May 26 PREMIERE: "TULSA" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Eagle Lion Films release of the technicolor story about the "cow" town which became the capital of the oil industry. Starring Susan Hayward, Robert Preston. Pedro Armendariz. Producer and director: Walter Wanger. Costumes: Lige Brian. Publicity: Leo Brody, PL. 7-1600.

Thursday May 26 PREMIERE: "THE YOUNGER BROTHERS" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers will present a technicolor production dealing with the famous Younger Brothers in the days of the old West. Starring Wayne Morris, Janis Paige, Bruce Bennett and Geraldine Brooks. Producer: Saul Elkins. Director: Edwin L. Marin. Publicity: Eve Siegel, CI. 6-1000.

Friday May 27 PREMIERE: "THE BEAUTIFUL BLONDE FROM BASHFUL BEND" (Movie) ROXY, 7TH AVE. & 50TH
Twentieth Century Fox presents technicolor musical starring Betty Grable, Cesar Romero, Rudy Vallee. Blends songs, comedy and action in western setting. Director and Producer: Preston Sturges. Costumes: Rene Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.